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For Mother



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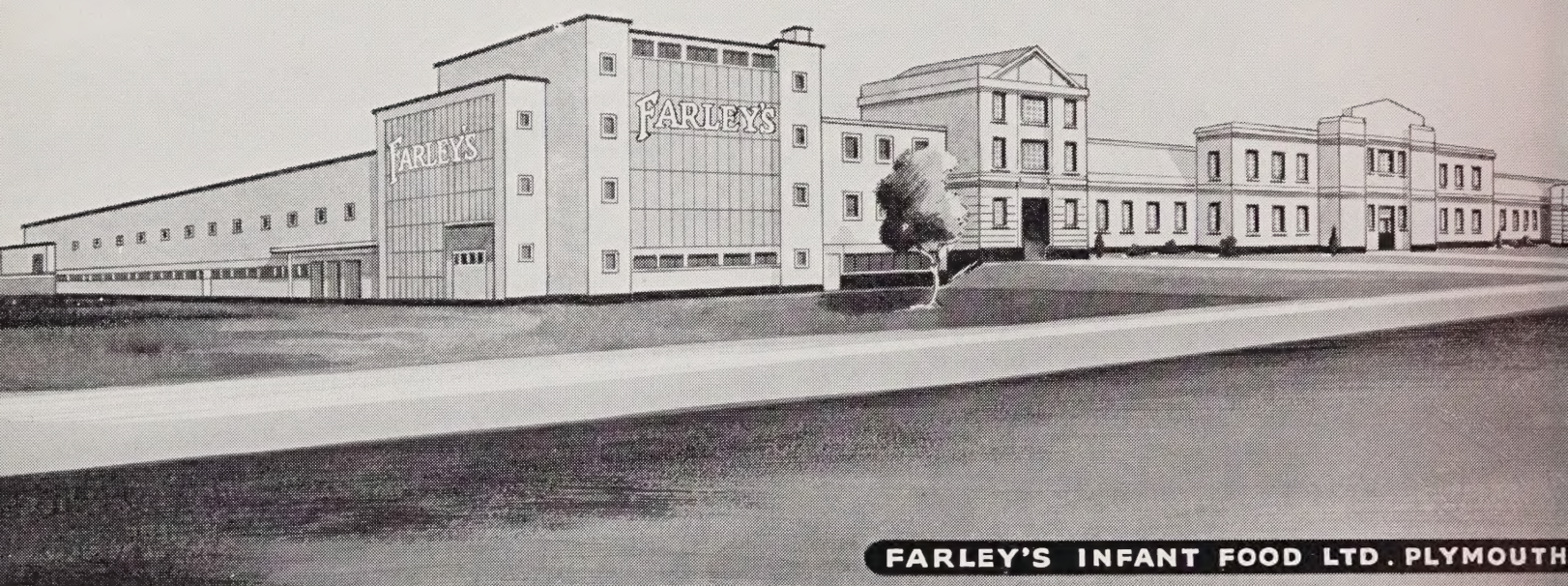


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It is our sincere wish that you will find in this booklet real pleasure from its illustrations and some measure of assistance in its text.

The advice and information given are handed on willingly and happily from those who know not only the cares and responsibilities, but also the joys and satisfactions of bringing up a family.

Our aim - a family, healthy child, a confident, happy mother and a proud father.



FARLEY'S INFANT FOOD LTD. PLYMOUTH

Introduction

The primary object of this booklet is to be of assistance to you in the feeding of your baby. Food is about the most interesting thing to your baby in the first months of life, and if he enjoys his food and is satisfied with it, many of your troubles are over. Our suggestions are purposely simple so that they can be adjusted to suit different babies and different households. Your baby is an individual and no set of rules and regulations could suit every baby. His management and care must be watched over by yourself and your doctor who know your baby as a unique person.

Although this book is mainly about feeding we have included a number of other suggestions. We do not pretend that this is a general "baby book" or that it answers all the questions that mothers may ask about the care of their babies. We do hope, however, that it will be helpful and will relieve you of some of the common worries of motherhood. If there is any further information you feel we can give you, especially about feeding, please do not hesitate to write to us.

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Progress

Watching baby's progress and development is a source of deep and exciting enjoyment. The appearance of a new stage, whether a new skill or simply a new tooth, is always a moment of immense satisfaction.

No two babies progress alike. One may walk early and another late. One learns to crawl so well that for quite a time he doesn't bother to walk. One uses recognisable words early, another babbles for months incomprehensibly. Nearly all babies develop in fits and starts, weeks going by when nothing seems to be happening, and then there are sudden strides. These notes are simply a rough guide about what most babies do. Ask your doctor or welfare clinic if you have any doubts about baby's progress.

Weight

Baby's weight should go up steadily and regularly. It can be entered on the chart (p. 36) and as long as it is rising steadily it doesn't matter if your baby weighs less—or more—than some others you know.

General Progress

At one month baby will watch you while you talk and will grasp your finger tightly. At about six weeks he produces a really definite smile. By two months he lifts his head when lying face down and follows moving objects quite well. At three months he grasps things that are put into his hand. At four months he holds his head up and looks around. He tries to grab hold of things and laughs aloud. He may play with his hands and roll over. At six months he reaches for objects and can pick them up and he may learn to hold things much better than before. At seven to eight months he can sit up. At nine to ten months he begins to say one or two words and understands simple commands and calls. At ten months to a year he can stand, and he plays games like "pat-a-cake" and so on and waves "bye-bye". He says a few words like "dada" and "mama" and can hold his bottle or cup to drink from it.

Between one and two years he learns to do an enormous number of things; to walk, to climb stairs, to run and jump, to say a lot more words, to look at a book, to tell you when he wants to pass water and use the pot. He plays much more constructively. He knows what he wants and says "no" when he doesn't. By the time he is two he is a friendly youngster with a personality of his own.

Breast Feeding

Breast feeding is baby's birthright in the early months of life and preparation for the birth of your baby should include preparations to feed him yourself. An adequate diet is most essential and regular attendance at your clinic or your doctor will ensure proper management of these important months.

If you are breast feeding your baby he will be relying on you for all his nourishment, and it is obvious that your own diet must continue to be adequate to provide what is required for both of you. This is not so much a matter of quantity as of quality. Your baby needs vitamins, minerals and protein during the rapid growth of early months. Try to see that you have plenty of the foods rich in these nutrients, such as yeast, fresh fruit and vegetables, milk, cheese and eggs, and do not neglect to take your cod liver oil. (If you dislike this, an alternative is halibut liver oil, of which you need take only a very small quantity because of its high vitamin potency.)

If you are feeding your baby yourself you should take every precaution to ensure that you keep yourself in the best possible physical condition. One important factor is to obtain as much fresh air as possible and as much rest as you can. You should avoid indigestible foods. If alcohol is taken at all, it should be taken in strict moderation, and smoking cut down to a minimum. In fact, excesses of any description should be avoided.

Your doctor will be advising you about the times of feeds and, of course, regular feeds help you and the whole household; but you will not want to leave your baby crying hungrily for his feed just because the clock has not quite reached the stated time, and most specialists are now agreed that baby's hunger needs to be satisfied urgently and that both he and you will get greater satisfaction from this than by too rigid sticking to times. You will soon learn to know the difference between his hunger cry and his cry from a wet nappy or discomfort.

Although all this may sound as though you are going to submit yourself to a rather harsh discipline, the tremendous joy you receive from your growing, happy and contented baby will more than compensate for your more strict but in some ways more healthy routine.

Even though mother's milk should contain all that is necessary for baby's development, it is wise to give baby cod liver oil and orange juice direct to make absolutely certain of an adequate supply of vitamins A, D and C.



Preparation of the Feed

6

Feeding Table—Farley's Milk Food

This table offers general guidance on feeding; it is based on the needs of babies of average weight, but quantities should be varied to suit individual needs. In case of doubt, medical advice should be obtained.

Feeds should be prepared immediately before use.

SIX FEEDS DAILY (3 HOURLY)

★ Age	Average Weight (pounds)	Food (level measures)	Sugar (level teaspoons)	Boiled Water (ounces) ★
★ Birth	7	2	1	3 ★
★ 1 week	7	2	1	3 ★
★ 2 weeks	7½	2	1	3 ★
★ 3 weeks	8	2½	1	3½ ★
★ 1 month	8½	3	1	4 ★
★ 2 months	10½	3½	1	4½ ★

FIVE FEEDS DAILY (4 HOURLY)

★ Birth	7	2½	1½	3½ ★
★ 1 week	7	2½	1½	3½ ★
★ 2 weeks	7½	2½	1½	3½ ★
★ 3 weeks	8	3	1½	4 ★
★ 1 month	8½	3	1½	4 ★
★ 2 months	10½	4	1½	5 ★
★ 3 months	12	5	1½	6 ★
★ 4 months	13	5½	1½	6½ ★
★ 5 months	15	6½	1½	7½ ★
★ 6 months	17	7	1½	8 ★
★ 7 months	19	7½	1½	9 ★
★ 8 months	20	8	1½	9½ ★

If 3-hourly feeds are given at first, it is usually possible to change to 4-hourly when baby weighs 10 lb. (1 ounce of boiled water = 2 tablespoons approx.) These dilutions are not intended to produce the equivalent of full cream milk.

DIRECTIONS

Measure the boiled water and use a little, while still hot, to mix the required amounts of Farley's Milk Food and sugar to a smooth cream. Add the remainder of the hot water and stir well. Pour into a bottle and cool to the right feeding temperature.

Concentrated orange juice, 1 teaspoonful in water, should be given daily from 2 months onwards.



Steady progress

Giving the Feeds

The bottle-fed baby should not be deprived of the comfort and pleasure of close contact with his mother that the breast fed baby has, so make yourself and baby comfortable before you start. See that the feed is the right temperature by testing it on the back of your wrist and make sure that the hole in the teat is the right size. The milk should drop out quickly but not in a stream when the bottle is inverted and baby should be able to take the whole feed in ten to fifteen minutes.

Never leave baby lying in a pram or cot with the bottle in his mouth. It is dangerous.

Young babies are apt to take in a good deal of air with the feed, and it is important that they should get rid of this before being put down to sleep. After feeding him, sit baby on your lap, put one hand on his tummy and stroke the small of his back with the other, or, if you prefer it, lay him against your shoulder and stroke his back like that.

If you can get him to bring up his wind in this way it is well worth the time taken, because if you do not, he will probably wake up with a nasty pain a few minutes after being put down, and he will tell you all about it as only babies know how!



For weaning



Mixed Feeding

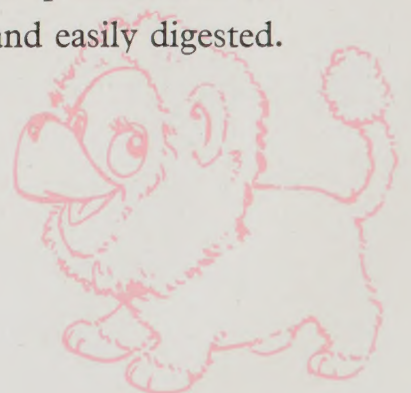
Many paediatricians now recommend that mixed feeding should start at 2—3 months. This should include egg yolk, mashed potato, gravy, vegetables and Farley's Rusks. All babies seem to enjoy and thrive on Farley's.

This change of diet should, of course, be introduced by easy stages, and if you are breast feeding, perhaps the best time to introduce Farley's Rusks is at the 10 a.m. feed, if necessary as a small bottle feed, with a shortened breast feed to follow. As baby becomes accustomed to the change, you can gradually dispense with the supplementary breast feed at this time.

The time at which to stop the 10 p.m. feed must be found for each baby because no two are alike and no hard and fast rules can be laid down. Some babies will sleep right through the night quite happily and contentedly without any need for the night feed as early as the fifth month. Sometimes a Farley's Rusk given at 6 p.m. helps to achieve this. Many mothers find that their babies sleep contentedly through the night as early as three months. Other babies seem to need the night feed right up to nine months or even later than that. The essential thing to remember is to keep your baby happy and contented and to avoid any interruption of his steady development.

Many doctors favour the giving of cereal foods from a spoon, as a thick mixture with milk, at an early age. This is easy to do with Farley's because as soon as milk is added to it the rusk softens, and does not even need to be mashed. If you are breast feeding, follow with a shortened breast feed.

Incidentally, it is a good idea to have a packet of Farley's in the house so that you are quite prepared when the time comes. Another thought is that a Farley's Rusk in warm milk at any time during the day or evening is a splendid idea for nursing mothers—the rusks are truly delicious and so light and easily digested. Remember—you just add the warm milk—that's all.



Adding Farley's Rusks to the Feeds

Remember that the quantities given below are approximate only. Each baby is an individual and food must be suited to his needs, according to his age and height.

As a guide the amounts per feed may be as follows:—

At 4 months (about 13 lbs.)—5 oz. heated milk, 2 oz. water, half Rusk.

At 5 months (about 15 lbs.)—6½ oz. heated milk, 1 oz. water, half Rusk.

At 6 months (about 17 lbs.)—7 oz. heated milk, 1 oz. water, three-quarters Rusk.

Smaller quantities may be given from 2—3 months if early mixed feeding is adopted (see page 11).

Farley's Milk Food may be used instead of milk and water (see below).

Cod liver oil, ½ teaspoonful, and concentrated orange juice, 1 teaspoonful in water, should be given daily.

How to make up the Feed

Bring the milk nearly to the boil, soak the Rusk for a few seconds in the water, pour on the freshly heated milk, stir, allow to cool to blood heat and mix well before giving to baby. When using Farley's Milk Food follow the directions (see page 7) but add no sugar, then soak the rusk in a little of the made-up Milk Food, stir into a thin paste and pour on the rest. Mix well before giving to baby.

If you use liquid milk which has not been pasteurised, it is advisable to boil it.





First Steps

Feeding 5-12 months

Once your baby begins to take other foods besides milk it is very important to see that the diet is still balanced, especially as the biggest new source of food is usually a cereal. Farley's Rusks have been specially prepared so that when they are introduced with the milk at about five or six months the diet would be absolutely adequate even if no other foods were given at all (see Table, page 35).

At about the same time as you begin Farley's Rusks you can also offer baby small quantities of other foods. At this stage it is as important to get baby used to new tastes and textures as to provide him with extra nourishment, so don't worry overmuch if he doesn't like one or other of the new foods. Remember that his approach to new foods may be a little suspicious, especially if you are anxious or worried when you start to offer them to him. Calmness and confidence ensures an easy acceptance of a new taste. If, however, your baby objects to a new food it is best to leave it off for a few days and start again as though nothing had happened. Especially don't give too much at the start. Remember that it is mainly tastes and textures that he is learning about now.

At the first sign of teething baby should be encouraged to bite hard substances such as a rusk, toast or crisped bread to help the coming teeth.

Give a piece of Farley's Rusk before the 10 a.m., 2 p.m. and 6 p.m. feeds. Let baby hold the rusk himself; he will recognise the flavour and enjoy feeding himself; but do not leave him because he may get a small piece in the throat. It would very quickly dissolve but it could quite easily frighten him and that should be avoided.



The following foods may be given in small amounts as soon as mixed feeding starts:—

- Broth (beef or chicken).
- Sieved or homogenised vegetables.
- Creamed apple, mashed banana.
- Creamed potatoes.
- Lightly boiled egg yolk.
- Steamed white fish or soft herring roes.
- Minced lean beef, chicken, lamb or liver.
- Cheese (uncooked).
- Processed cheese.
- Thin bread spread with butter, jam or dripping.

When the seventh month is reached you will really begin to feel that baby is taking his place in the family and you should be able to dispense entirely with the 6 a.m. feed. Baby may continue to wake at this time but



it should be sufficient just to give a drink of water or fruit juice—"Lift" him first, of course.

From nine months onwards baby's meals may be gradually adjusted to fit in with those of the rest of the family and his menu may include some of the following:—

Breakfast

A Farley's Rusk in warm milk or mashed banana over crushed rusk or a little stewed apple or prunes, followed by toast and butter or a dry Farley's Rusk and butter or treacle or, as he gets older, egg or a little bacon (very finely chopped up) and fried bread. Finish with a large cup of milk to drink.

Dinner

First Course: Broth or gravy and mashed vegetable, with crushed rusk or toasted bread crumbs.

OR Boiled fish and potato.

OR Minced liver and vegetables. Only three teaspoonsful of liver to begin with.

OR Tripe, well cooked in milk, finely chopped and flavoured with a little meat extract. Add potato or grated cheese.

OR Soft herring roes with vegetables.

OR A lightly boiled egg on mashed potato.

OR A small quantity of chicken or any meat except pork or veal.

Second Course: A Farley's Rusk and mashed banana.

OR A Farley's Rusk with custard and fruit juice.

OR Raw apple.

OR A well-cooked milk pudding.

OR A piece of well-baked pastry with honey or treacle or fruit.

OR A small piece of suet pudding with honey or treacle.

A little water to drink.

Tea

A Farley's Rusk in warm milk, or mashed banana over crushed rusk, or some cottage cheese followed by bread and butter and a few pieces of home-made sponge cake as he gets older. Finish with a large cup of milk to drink.

Once you have reached the stage of introducing a varied diet don't expect to keep baby spotlessly clean. Babies get a great deal of pleasure from feeling everything with their mouths and their hands and they can't be expected to know what can be played with and what can't. Remember that a healthy baby enjoys his food and should be given every opportunity to do so.

It is a good idea at this stage to allow your baby, as a sort of game, to try things off other people's plates. You will often find that new foods will be eagerly taken in this way although you might have difficulty persuading him to try the same food if you gave it to him. Baby's contrary nature can be reckoned with and even made use of!



*A meal in
a moment*

*- without loss
of time*

*Full Food
Value*

*- just add a
little milk*



Feeding from One Year onwards

Baby still needs care over his diet if he is to grow and walk and develop good sound bones.

Plenty of hard food should be given at the start of a meal, and baby should be accustomed to all kinds of vegetables for his midday meal. If he has been started with solids during the earlier months there should be no difficulty or refusal when he is offered new foods. Where the change to solid food has been left until baby is nearly a year old, there is certain to be difficulty and even upset, but it is still important that baby should gradually be accustomed to proper meals of solids and not all milk. Farley's Rusks, of course, still remain an excellent food after one year old and can be a valuable breakfast cereal right throughout childhood.

Don't ever force a child to eat. Rather let him miss a meal altogether. And try to keep off soft, sticky, sweet or starchy foods. They are bad for the teeth.



Baby Care - Some General Advice

Plan your day

As you know, it is important to observe a fairly regular time-table so that everything is done at about the same time each day. These few lines, suggesting an easy daily routine, are in the nature of reminders which are likely to be of use. Not only will this routine encourage baby to be regular in his habits, but you, also, will find your various tasks are performed in less time if they are done systematically.

Furthermore, if they are undertaken as a matter of routine, there is less likelihood of even the smallest thing being overlooked in the hurry of the moment.

It is quite a good idea in the early days to write down a daily time-table, including the smallest detail. If this is followed it is quite surprising how quickly you get into the run of things and do not need to refer to the time-table at all.

The following may serve as a useful guide for the first two months or so:—

- | | |
|---------------------|---|
| 6 a.m.
(approx.) | Make baby comfortable, feed, change nappy, and put baby back in cot. |
| 9 a.m. | Have everything to hand ready for bath (see notes under "Bathing Baby"). Bath, feed, change nappy, and unless weather is quite impossible, put baby in pram out of doors. |
| 2 p.m. | Make baby comfortable, feed and put baby in pram out of doors. |
| 6 p.m. | Give baby a general freshener—most mothers term this "topping and tailing". Feed and make baby comfortable and put to bed. |
| 10 p.m. | Make baby comfortable, feed and back to bed again. |

This time-table is in the very broadest outline, and when you compile your own, no doubt there will be many small tasks you will wish to add for your own convenience.

Remember that baby's needs are urgent in the first few months and don't be too rigid with your time-table. He will like regularity, but the main thing is for you to feel confident and at ease.



6 a.m. Feed



Change. Put back in cot



9 a.m. Bath. Feed. Change



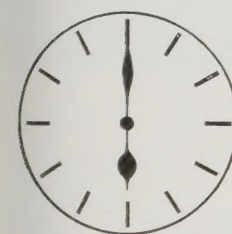
Rest



2 p.m. Feed



Change. Put out to rest



6 p.m. Refresher. Feed. Change



To bed



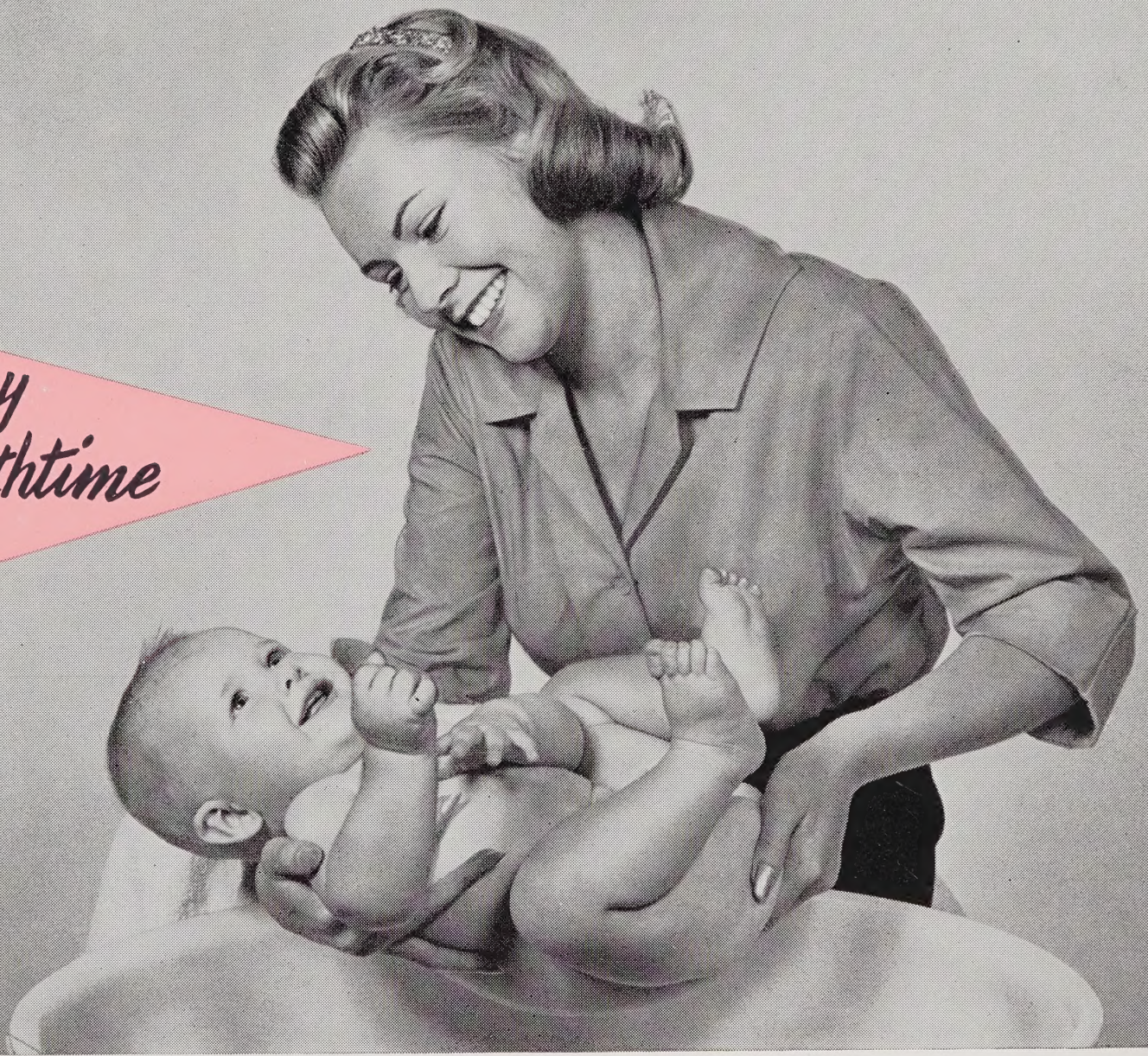
10 p.m. Make



comfortable. Feed. Put back to bed

Bathing Baby

*Happy
Bathtime*



First of all be sure the room is comfortably warm and NOT DRAUGHTY. Place a large bath mat on the floor to absorb splashes.

Lay out all baby's clean clothes and everything else that will be necessary during and after his bath. Half fill the bath with warm water—between 100-105°F. (a thermometer is a great help for this) and pour the hot and cold water in

together. If you run the hot in first it may make the bottom of the bath so hot that it will burn baby when he is placed in it. If the water is put in the bath at the above temperature, it will have cooled to about body heat by the time you are ready.

Once again be sure everything is ready to hand. (Always have a plentiful supply of cotton wool available.) Place baby on your lap and swab each eye with a piece of cotton wool wrung fairly dry. Wipe the outside of his nose, but don't put swabs or wicks of cotton wool up because even the softest cotton wool irritates the delicate lining of the nose. Then wash the face with wet cotton wool and dry thoroughly. You can wash his head with mild soap, but rinse all the soap off and dry the head thoroughly. If some soap is left it may help scurf to develop. Lay baby on his back and wash the hands, arms and chest—lather well between the legs—down the legs to the feet and then roll him over on to his tummy. Wash the back of the neck, down the back, between the buttocks and the backs of the legs.

Place baby carefully in the bath in a sitting position, supporting him firmly with one arm round his shoulders and holding him under the arm—your other hand should hold him under the buttocks. Hold him gently, of course, but quite firmly so that he will feel quite secure and safe.

Rinse off the lather and support him in the bath for a minute or two so that he may have the chance to have a good kick.

Lift carefully from the bath and lay face downwards on the towel on your lap. Dry **thoroughly**, taking particular care between the legs—turn him over and complete the drying. A **little** cream or baby powder should be applied between the legs.

Dress him—and he is then ready for his feed.

Even when baby can sit up do not leave him by himself in the bath.

Your chemist will be only too pleased to advise you in the choice of any of the materials mentioned above.



Don't disturb

Some more General Advice

Get used to doing things about the same time each day, and try to plan your day so that you are never hurried.

Always scrupulous cleanliness in everything pertaining to baby.

Keep baby away from people with colds or other infections.

After the six o'clock feed baby should be put to bed in a quiet room. Try to keep the house fairly quiet but don't make the new baby ruler of the whole

house and especially don't make the other children feel that he is a nuisance.

Most young babies sleep 20 hours out of the 24.

See that baby gets plenty of fresh air. Do not leave him in the pram with the hood up and the mackintosh cover over him unless it is actually raining during the morning sleep. Night air is also healthy; open windows should be the rule except during storms and heavy wind and rain, but keep baby out of draughts.

Baby's clothes should be warm but not heavy weight. Remember home-made clothes are worth making; they should be ample and allow for growing.

From about three months, or even earlier, baby starts to wave his arms and kick. This is his natural exercise and develops his limbs. He usually likes to kick when he wakes up for his feed.

There is a lot of washing and cleaning to be done with new babies and many mothers are tempted to try to get their babies "clean" almost from birth. We do know now, however, that too early insistence on regular potting leads to anxiety on the part of the baby and sometimes to later rebellion. If he has a stool at a known time (this is usually soon after a feed) there is no harm in catching it in a pot, but don't hold him for a long time just to save the washing and certainly not if he objects.

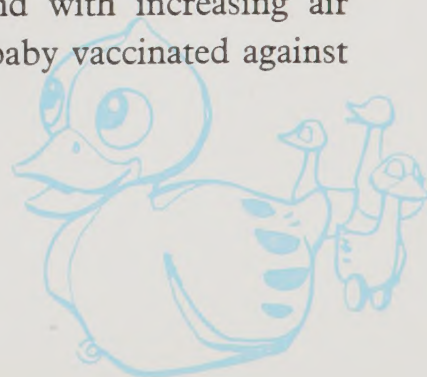
Cut baby's nails from time to time otherwise they will get very long and he may scratch his face. Don't bite the nails.

Keep a plentiful supply of cotton wool in the house. Always an unopened packet in reserve.

Keep a packet of Farley's in the house. Try them yourself—they're delicious.

Go to your clinic or doctor regularly and don't hesitate to ask for advice. If you are worried because you think your baby is ill, don't try home-made remedies; call your doctor. (See also Emergencies, page 27.)

Don't forget to have baby immunised against diphtheria, whooping cough and poliomyelitis. Smallpox is still a dangerous disease and with increasing air travel is more difficult to keep out of any country; get baby vaccinated against it early.



Do's and Don'ts for Home Safety



All fires should have proper guards.

Keep all pills and medicines locked up in a cupboard and properly labelled.

Throw away half used bottles of medicine and pills or return them to doctor.

Keep all household disinfectants and cleaning materials out of reach of toddlers and crawlers.

Electric wall plugs should be out of reach or of the safety type, or tight-fitting "dead" plugs should be fitted in the sockets when not in use.

Keep electric flexes out of reach of babies who are crawling.

Do not use inflammable material for making babies' night-clothes or ordinary clothes.

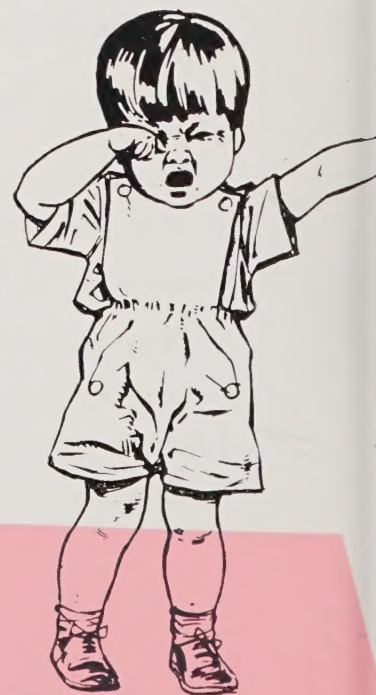
If at all possible, keep baby out of the kitchen when you are cooking or while you are carrying hot liquids. If that isn't possible, keep him in a safety pen.

Keep all handles of saucepans turned inwards on the cooker.

Hanging table-cloths are a great temptation to babies and toddlers. Keep the tablecloth tucked under on top of the table.

Make sure that baby's toys are not inflammable and that they don't break easily leaving sharp edges.

See that the toys have no small beads or buttons for eyes, etc. that are loose or can be easily pulled off. They can be inhaled or put into ears or nose.



Baby skin burns easily. Do not put hot water bottles near baby and always have them in a flannel cover. Test the bath water carefully before putting baby in.

Do not leave baby on a table top or in his crib when the sides are down while you turn away to get something—even for a moment.

FIRST AID

Most accidents and injuries to babies and children need attention from a doctor and what is said here is simply to give some advice about the immediate attention before you go to the doctor.

Bites

Small bites from dogs, or cats' scratches, can be washed and an antiseptic applied. See that the doctor looks at any puncture bite from dogs or cats.

Burns and Scalds

Apply a first aid dressing or cover with a sterile gauze or freshly laundered handkerchief and apply a bandage. Take the child to hospital if the burn is more than 2 or 3 inches across or at all deep. Do not pull clothing away from a bad burn and do not try to puncture the blisters. Do not put on any anti-septics or cream or ointment without consulting your doctor.

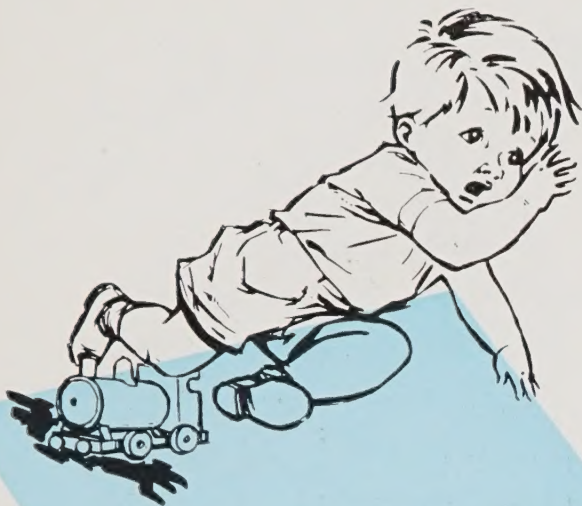
Cuts

With slight cuts, wash with warm water and a little soap, dry and cover with a first aid dressing. If a cut is deep, cover with a pad of gauze or clean handkerchief and a firm bandage. If the bleeding is severe, press over the area firmly with your hand.

Stings

Dissolve a teaspoonful of bicarbonate of soda in a cup of water, soak a small pad of linen in the solution and apply it to the sting, using it as a cold compress. If a child is stung on the neck or mouth or throat call your doctor or take the child to the hospital.





Foreign Bodies—In the Eyes

Bathe with water rather than try to get it out with a handkerchief.

In the Nose or Ears

Do not try to move it yourself because you may do damage. Take the child to your doctor or a hospital.

In the Throat

Hold the child upside down by the leg and slap on the back. Do not try to remove the obstruction with your finger as you may push it further down. Take the child to the hospital at once if the foreign body does not come out.

Falls and Fractures

If your child has had a heavy fall or knock and hit his head watch for paleness, vomiting, drowsiness or bleeding from the mouth, nose or ears. If any of these appear call your doctor at once or take the child to hospital. If you suspect a fracture because of the pain, support the injured limb by tying the two legs together if the injury seems to be in a leg, or if in an arm, by splinting with a large scarf looped over the shoulder.

FIRST AID FOR ILLNESSES

There is rarely any emergency which cannot wait until you can get the doctor but here are a few hints about the most common emergencies.

(a) Fever

A rise in temperature is not a disease by itself and doesn't ordinarily need any treatment. However, if it is very high, for example 104°F. or 105°F., it may be rather dangerous. Make sure that baby is not over-clothed with woollen clothes and that the room is cool. You may try to bring the temperature down a little by tepid sponging. Get a bowl of water ready at a temperature of about 80°F., which feels cool but not cold to your hand. Keep the baby covered with a light woollen blanket, wring out a flannel or towel in the water, put it on the forehead and with another



flannel or towel sponge the chest, limbs and back, leaving the surface damp so that the evaporation of the water helps to reduce the temperature. Then dress baby again in clean clothes, but lightly.

(b) Convulsions

The commonest cause of convulsions is a rapid rise in temperature but they are quite alarming all the same. Remember that a convulsion or fit will always come to an end by itself and is most unlikely to do any harm. The child usually goes into a deep sleep afterwards. If the temperature is high use a tepid sponge as has been suggested above. The baby should be protected from injuries. If he is in bed that is quite safe. Turn his head sideways. There is no need to try mustard baths or other active treatments. Your doctor will probably be there quite soon.

(c) Severe Pain

Until the doctor has found out the cause of the pain and dealt with that, it is worth remembering that warmth applied to a painful place with a hot water bottle or an electric pad, or rubbing with a warm hand, often relieves the pain. Do not give medicines and don't give laxatives or purgatives for pains in the tummy.

Remember especially that a baby with a bad pain needs comfort.

(d) Hoarseness With Difficult Breathing

A baby who wakes at night hoarse and with a barking cough and difficult breathing should be taken at once into the bathroom where the hot tap can run so that the room becomes full of steam. If this is not possible, boil a kettle or an open bowl of water on a hot plate so that the room becomes rather steamy, or even take the baby into the kitchen where the kettle is boiling.



Calling Your Doctor



It is not possible to describe every situation where you feel that your baby ought to see a doctor. Baby may be acutely ill and then you have no doubt. Sometimes you may just feel he is not well without quite knowing why. Sometimes a symptom that gave you no worry at first seems to get worse. However, if any of the following symptoms and signs are present, the baby should see a doctor urgently:—

1. Severe pain anywhere or pain which persists or gets worse for two or three hours.
2. Convulsions.
3. Increasing drowsiness or loss of consciousness.
4. Difficulty with breathing whether accompanied by hoarseness or not.

Remember that babies when ill often just become disinterested in their feeds and have a weak cry, or they suddenly become quiet and apathetic. This is nearly always a sign of illness and is an indication to take the baby to the doctor.

Don't give baby any medicine unless your doctor has told you to do so.

Postscript

The page is decorated with red line-art roses and ribbons. One large rose is in the upper right corner, and another is in the lower left corner. A central pink rectangular box contains the text.

When you have brought up one or more babies you will discover that confidence is the most important thing you have learned. You will know that all sorts of minor things go wrong but that mostly things go right. You will certainly make mistakes and you will wish that you had done this or that differently. But although it is your responsibility to do your best for your family, you need not worry that you make mistakes. Only the immortals do not, and humans who never made mistakes would be quite intolerable.

What are Farley's Rusks?

Farley's Rusks is a cereal food, fortified with minerals and vitamins, and made in the form of a rusk. It provides that first easily digested solid food which must be added as a supplement to milk feeds when weaning starts. When so added, it produces a properly balanced food and, with the daily supplements of cod liver oil and orange juice, baby is provided with the necessary quota of all the recognised nutritional elements.

In the ideal conditions of Farley's hygienic factory at Plymouth, the utmost care is taken at all stages of preparation to ensure the best results from the finest ingredients.

Farley's is made in the form of a rusk, not only because it is simpler for you to handle and measure in that form, but also because it is the most effective method of pre-cooking; furthermore, the baking process develops the delightfully subtle flavour that babies love so much.

Balanced feeding, as you know, is so very essential to young children, and the malt, fats and sugars, the pure English cereals, fortifying inorganic materials and vitamins, processed together in the making of Farley's Rusks provide, together with the milk, a balanced food which even the most delicate digestion can assimilate with ease.

Every aspect of your baby's healthy, happy development has been studied by the makers of Farley's Rusks, which are prepared particularly so that your child may enjoy the foods essential to the infant in a form that even small babies can assimilate with the ease that brings contentment to both mother and child.



Many enquiries for scientific data on the composition of Farley's Rusks are received from doctors and nurses, and from dieticians, hospitals, clinics and other medical authorities, and for their information we publish the following analysis, which is typical of those regularly carried out in our laboratories.

				g. per 100 g.	g. per oz.
Moisture	..	..		7.0	2.0
Mineral Salts	..	..		1.3	0.35
Fat	..	..	..	6.0	1.7
Protein	..	..	..	6.5	1.8
Sugars and dextrins	..			31.0	8.8
Other carbohydrates	..			48.2	13.7
Calories	..	..		396	112
Per ounce					
Vitamin B ₁	0.08	mg.	Vitamin D	200	i.u.
Riboflavin	0.15	mg.	Iron	6.0	mg.
Nicotinic Acid	2.0	mg.	Calcium	100	mg.
Average weight per rusk, 0.6 oz. at 7% moisture.					

More important, perhaps, from the point of view of feeding babies, than the analysis of the rusk itself, is the extent to which the child's needs are met when the food is made up for use.

What are Farley's Rusks? (Cont.)



In order to illustrate this, and to show how well Farley's Rusks and milk combine to provide a suitable diet, we give the amounts of the recognised nutrients supplied daily when a child of five months is fed according to the instructions.

For comparison, we give the generally accepted amounts of the nutrients required by a child of this age when weaning has started.

			Requirement	Provided by Farley Instructions
Protein, g.	..	..	23.8	35
Calories	..	..	750	785
Vitamin A, i.u.	..	..	1,500	2,540
Vitamin B ₁ , mg.	..	..	0.3	0.44
Riboflavin, mg.	..	..	0.5	1.5
Nicotinic Acid, mg.	..	..	3.0	4.0
Vitamin C, mg.	..	..	*	9.0†
Vitamin D, i.u.	..	..	400-800	510
Iron, mg.	..	..	*	10
Calcium, mg.	..	..	1,000	1,255

* The precise requirement of a child of this age is not yet generally agreed by the medical authorities, but the amount provided by Farley's instructions is designed to be more than adequate.

† This is the amount provided by one teaspoon of the concentrated orange juice recommended by the Ministry of Agriculture, Fisheries and Food.

For those interested in the more technical side of infant feeding, a leaflet "The Role of Farley's Rusks in Infant Feeding", which deals more fully with this matter, is available on request.

A RECORD OF BABY'S PROGRESS

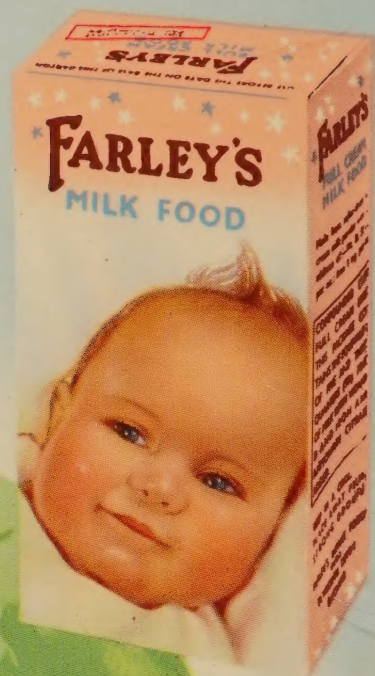
Age	Normal Weight-lbs.	Weight
At Birth	5 —10	
„ 1 Month	6½—11	
„ 2 Months	7½—14	
„ 3 „	9 —16½	
„ 4 „	10½—19	
„ 5 „	11½—20½	
„ 6 „	13 —22	
„ 7 „	13½—23½	
„ 8 „	14½—24½	
„ 9 „	15 —25½	
„ 10 „	15½—26½	
„ 11 „	16 —27½	
AT ONE YEAR	17 —28	
„ 15 Months	18 —30	
„ 18 „	19 —31½	
AT TWO YEARS	21 —34	

Weighing baby is a guide to progress. Provided he is gaining steadily, and is happy and well, his actual weight at a particular age is not so important. If in doubt, consult your doctor or clinic.

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B1/3



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